



Media Advisory
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Corporate Office
3000 Marentette Avenue
Windsor, ON N8X 4G2
p. 519.974.3100 f. 519.974.9098

For Release

**CELEBRATE INTERNATIONAL CREDIT UNION DAY WITH
WINDSOR FAMILY CREDIT UNION (WFCU) – Thursday October 17, 2013**

WINDSOR, ON – On Thursday October 17, 2013, credit union members around the world will celebrate International Credit Union Day (ICU Day), an annual event commemorating the credit union movement's impact and achievements. More importantly, this day will recognize how credit unions provide their members with unique and personal service in conjunction with the highest quality products and services. This year's theme "**Credit Unions Unite for Good: A Better Way**" will highlight the global impact of cooperation among financial cooperatives.

ICU Day has been celebrated on the third Thursday of October since 1948. The day is recognized to reflect upon the credit union movement's history and to promote its achievements. It is a day to honour those who have dedicated their lives to the movement, recognize the hard work of those working in the credit union industry and show our appreciation to credit union members.

Canadian credit unions have another reason to celebrate this year after Canadians ranked credit unions first in overall *Customer Service Excellence* among all other financial institutions for a ninth consecutive year in the 2013 Ipsos Best Banking Awards. Credit unions also received honours in two additional categories: Branch Service Excellence, for the ninth consecutive year and *Values my Business*, for the sixth consecutive year. In addition, credit unions were tied in first place for *Mobile Banking Excellence*, *Automated Telephone Banking Excellence* and *Live Agent Telephone Banking Excellence*.

The credit union difference begins with a member who has the opportunity to directly influence how their financial institution is run. As a member, you are an owner with a voice that can make a difference. In addition, members have the ability to see what steps their credit union takes to ensure they are continually committed to their community. Credit union customer service is second to none.

In honour of ICU Day and 2013 Ipsos Best Banking Award achievements, Windsor Family Credit Union (WFCU) welcomes credit union members and the whole community to celebrate. Join us, on Thursday October 17, 2013 to celebrate this special day with

refreshments and cupcakes at all seven (7) WFCU retail locations in Windsor and Essex County.

Tecumseh • 1695 Manning Road
Riverside • 1100 Lauzon Road
Central Windsor • 2800 Tecumseh Road East
South Windsor • 3077 Dougall Avenue
LaSalle • 5932 Malden Road
Amherstburg • 322 Sandwich Street South
Leamington • 318 Erie Street South

Together we can celebrate the continued impact credit unions have in our communities and across the world.

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For further information please contact:

Martin J. Komsa
President and Chief Executive Officer
519.974.3100

Susan Stockwell Andrews
Vice President, External Affairs and Corporate Secretary
519.974.3100

About the Ipsos Customer Service Index (CSI)

Launched in 1987, the Ipsos Customer Service Index (CSI) quarterly survey generates the winners of the Best Banking Awards. The Ipsos Best Banking Awards are based on quarterly CSI results. Sample size for the total 2013 CSI program year ended August 2013 was 45,875 completed surveys yielding 69,268 financial institution ratings.

About Windsor Family Credit Union (WFCU)

Windsor Family Credit Union (WFCU) has long been recognized as one of the leading, progressive financial organizations in the City of Windsor and Essex County. Serving Windsor and surrounding communities for over 70 years, WFCU began in 1941 with assets of less than \$10,000 and now has \$1.5 billion in Managed Assets and Member Service Totals of \$2.3 billion. WFCU is the seventh largest in Ontario operating seven (7) retail locations and serving 32,000 members including 29,000 Personal members in 15,600 households, 1,700 Businesses and 1,300 Organizations. WFCU membership is open to anyone who lives and/or works in Ontario.

The credit union having roots in the community is dedicated to offering the products and services that will enable members to conveniently handle all their financial business with WFCU. WFCU's Financial, Investment, Insurance and Trust product and service offerings are tailored to each member segment. Accessing the credit union and conducting everyday financial transactions is a priority for WFCU, providing a number of access channels to members including its above noted retail locations, live and automated telephone banking, online and mobile banking, MasterCard® credit card and merchant services, secure pre-authorized debit and credit services and 24 hour account access using a WFCU Member Card at ATMs and retailers.

Over the last 20 years WFCU has enhanced the financial strength of the credit union. Regulatory Capital remains strong at \$73.3 million and represents 7.1% of total assets and 12.3% of risk weighted assets. These ratios are substantially above regulatory standards of 4.0% and 8.0% respectively. The Deposit Insurance Corporation of Ontario (DICO) is the provincial deposit insurer equivalent to the federal Canada Deposit Insurance Corporation. WFCU's financial and operational strength is a result of planned initiatives developed in order to ensure that it strives to be the best.

WFCU is a loyal and active member of Central 1, the credit union's banker, trade association, and a financial cooperative. Central 1's role is to serve as central financial facility, liquidity manager, payments processor and trade association for the provincial credit union systems of British Columbia and Ontario. It provides leadership, advocacy, technology, and a range of support services in fulfilment of these key functions. Central 1 holds \$14.2 billion in assets.

Committed to the communities it serves, WFCU is proud to display the Imagine Caring Company logo. Every year hundreds of local community organizations experience first-hand the benefits of several elements of WFCU's overall Community Investment Program, such as The Community 1 Free Chequing Account, Community Rooms, Scholarships, Donations, Sponsorships, Multi-Year Capital Giving and the Community Donations Fund.

WFCU stresses the importance of quality by maintaining an internal 5 Star Quality Program. Ranked in the Top 25 Small and Medium employers in Canada, WFCU values its staff and their on-going contributions. Reflective of offering a progressive work environment and culture supported by a strong focus on its employees and goals, WFCU has been repeatedly recognized as a Best Small and Medium Sized Employer and received multi-year ranking as one of the Best Workplaces in Canada.

WFCU's solid attributes of financial strength; innovation; local ownership; quality products and service; community mindedness; and strong human resource management, have resulted in the on-going success of the organization. WFCU is proud to serve the Windsor and Essex County community and to be a leading financial services provider.

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